ABSTRACT: A cylindrical dispenser (100) contains a hydrophobic or hydrophilic Surface Treatment Material (STM) (110). The dispenser is attached to a windshield or other wiper blade (500), or attached to a bracket (400), arm (700), or channel (415) associated with the blade. At rest, the dispenser is oriented such that holes (105), a slit (106), or slots (107) normally face downward, keeping the STM dry, even in rain. When the windshield wiper is energized, however, the arm rotates on a pivot (800) and the angle of rotation is sufficient to expose the bottom side of the dispenser to falling rain, thus dissolving a small portion of the STM. The dissolved STM falls onto a vehicle's windshield (900), for example, and is dispersed by the wiping action of the blade. Thus the STM is automatically dispensed only when the wiper blade is in use in wet conditions. The wiping edge of the blade is in contact with a surface (900), such as the vehicle's windshield. As the STM dissolves, it flows or drips from the dispenser onto the windshield where it is forced into intimate contact with the surface by the wiping action of the blade.